ARCHIE SERIES
APPROVED BY THE COMICS CODE AUTHORITY
12¢
MAC
OCT.
NO. 161
Jughead
ABOUT THIS NEW LIFEGUARD WE HIRED...
CHIEF LIFEGUARD
POTATO CHIPS

HERE'S A WHOLE TREASURE CHEST OF FUN

THROW YOUR VOICE

Throw your voice into trunks, behind doors, everywhere. Instrument fits in your mouth out of sight. Fool teacher, friends, family. Free book on "How to Become a Ventriloquist."
No. 137 ..... 25c

MAGIC CARDS

Deck is marked and stripped. Can be read from the back but looks like ordinary deck. With instructions for 10 terrific tricks.
No. 183 ..... $1.98

SURPRISE PACKAGE

Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth.
No. 678 ..... Only 50c

JACK POT BANK

Dime-operating Jack Pot Bank works like the one armed bandit in Las Vegas. Deposit the dime and spin the handle. Reels spin and look like the real stuff. Dimes are removable. Should not be used for gambling purposes.
No. 2060 ..... 1.98

SKIN HEAD WIG

Most people try to grow hair. This is just the opposite. Made of flesh toned latex will fit all heads. For the executive that would like to change his appearance.
A35 ..... $1.00

FIRES WITH LOUD BANG!

Metal Model of 24 Pound

NAVAL CANNON

Actually Shoots Only **$2.98**

41¼" long

Use for Celebrations, Starting Races, Desk Decoration — Authentic detailed reproduction of 18th Century 24 pounder Naval Cannon from the days of "wooden ships and iron men." Shoots 4.5mm blanks with a loud bang that will startle and amaze your friends. Reliable and safe. 10 day money back guarantee if not delighted. Cost $2.98 each, 40 rounds blank ammunition $1.00.
No. 97

BOOMERANG

Something new in target throwing. In case you miss, it comes right back to you, and bingo! you're set to "fire" again. More fun than a "barrel of monkeys."
No. 141 ..... 75c

SMOKE BOMB

Light one and watch the column of thick, white smoke rise to the ceiling and expand into a dense cloud. Sensational surprising effect.
No. 971 ..... 20c

JOY BUZZER

Most popular joke novelty in years! Wind up and wear it like a ring. When you shake hands, it almost raises the victim off his feet with a "shocking sensation." Absolutely harmless.
No. 230 ..... Only 50c

20 COURSE HOME STUDY PROGRAM

KARATE, JIU-JITSU $100

Only

JUDO, BOXING, SAVATE, Isometric Muscle Building, Endurance, Stunts,

Here is what you get!

- 20 best KARATE Blows and Chops
- SAVATE French foot fighting
- Nerve center anatomy chart
- JUDO throws, Jiu Jitsu holds
- Isometric muscle building course
- Endurance Exercises and lots more

FREE Karate Practice and Nerve Center Chart
Item No. 73

Monster-Size FULL SIZE SKELETON

This 5-foot "Mr. Bones" is scary enough at any time —but wait'll you see him glowing in the dark! Shake him and his arms and legs move . . . you'd swear he's alive. If you like to haunt houses and frighten friends, this is for you! Or hang him in your room.
No. F200 ..... $1.25

MONEYMAKER

Insert a blank piece of paper, turn the knob . . . and . . . OUT COMES A REAL DOLLAR BILL! Insert the dollar and it changes to a $5 then the $5 changes to $10.
A135 ..... 1.25

MONSTER SIZE MONSTERS

IN AUTHENTIC COLOR
FULL 6-FT. TALL

Imagine your friends' shock when they walk into your room and see the "visitor" standing around . . . as BIG as life. Frankenstein and Dracula — as horrible and sinister as any nightmare. A full 6-ft. tall in authentic colors and so life-like you'll probably find yourself talking to them.
ONLY $1.75

ONION GUM

Yes—Looks like real chewing gum but tastes like ONIONS! Its too funny! 5 slices to a pack.
No. 281 ..... 20c

TRICK BASEBALL

It bounces cockeyed, it curves, it dips, it's impossible to catch. It's sure to set all the kids on the block spinning after it.
No. 158 ..... 50c

IMITATION **BULLET HOLES**

A laugh riot! Actual copies of Real Bullet Holes

Item No. FL156 **9 BULLET HOLES 50c** ONLY

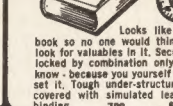
X-RAY SPECS

An Hilarious Optical Illusion **$1.00**

Scientific optical principle really works. Imagine—you put on the "X-Ray" Specs and hold your hand in front of you. You seem to be able to look right through the flesh and see the bones underneath. Look at your friend. Is that really his body you "see" under his clothes? Loads of laughs and fun at parties.
No. FL7 ..... $1.00

SECRET BOOK SAFE

With combination lock only you can open.



Looks like any book so no one would think to look for valuables in it. Securely locked by combination only you know because you yourself have set it. Tough under-structure is covered with simulated leather binding.
700 ..... $1

Honor House Prod. Corp. **Dept. 7GK46**
Lynbrook, N.Y. 11563

Rush me the items listed below. If I am not 100% satisfied, I may return any part of my purchase after 10 days Free Trial for full refund of purchase price.

Item	Name of Item	How Many	Total Price

☐ I enclose..... in full payment. Same guarantee.
☐ Send C.O.D. I will pay postman on delivery plus C.O.D. and shipping charges.

Name .....

Address ..... Zip .....

N.Y. State residents please add 2% sales tax. Sorry, we cannot ship orders for less than $1.00. Kindly add 15c for postage and handling to all orders.

Archie's Pal

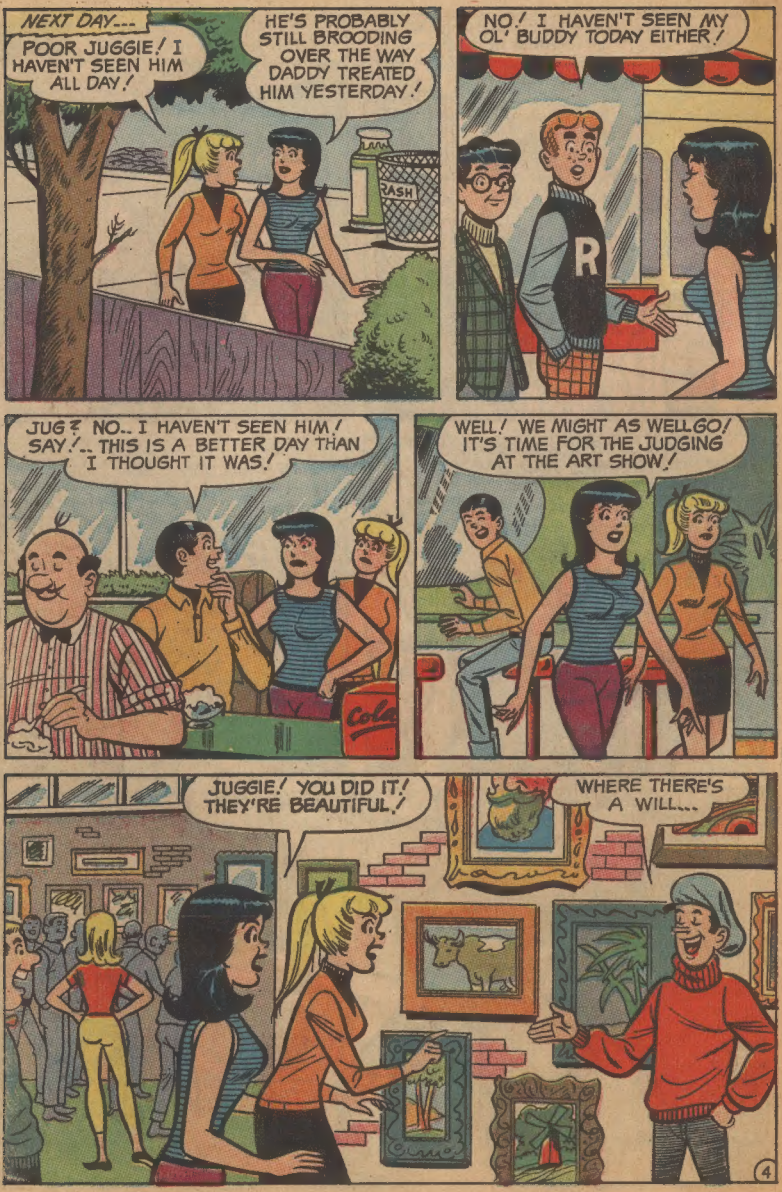
Jughead IN "The Frame"

WE'RE GOING TO HAVE A SIDEWALK ART SHOW! DADDY CONTRIBUTED THE WALL SPACE ON HIS DOWN-TOWN OFFICE!
HEY! THOSE ARE BEAUTIFUL PAINTINGS!
AND, IF THEY'D PUT DOWN THOSE CRUMBY PAINTINGS, WE COULD GET AN EVEN LARGER ARTISTIC EYEFUL!

JUGHEAD, No. 161, Oct., 1968. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., Second and Dickey Streets, Sparta, Illinois 62286. Executive and Editorial offices: 1116 First Avenue, New York, N.Y. 10021. Chicago office: 35 E. Wacker Drive, Chicago, Ill. 60601. Second Class Postage Paid at Sparta, Ill. under the Act of Mar. 3, 1879. Title registered U.S. Patent Office. Yearly subscription $1.50 in U.S.A.; single copies 12c. No actual person is named or delineated in this fiction magazine. Copyright © 1968 by Archie Comic Publications, Inc. All rights reserved. © Under Universal, International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever.

MAN! YOU CAN PAINT RINGS AROUND THOSE TWO GIRLS!
WHY WOULD I WANT TO DO THAT?
BESIDES! THOSE FRAMES COST A SMALL FORTUNE!
AND SMALL FORTUNES I DON'T HAVE! ALSO LARGE ONES!
JUGGIE! WE HEARD WHY YOU WON'T ENTER THE ART SHOW!
AND, WE HAVE A SOLUTION!
YOU NEED A PATRON! THAT'S LIKE A SPONSOR!
I DO?
OF COURSE! AND WHO CAN AFFORD TO ADVANCE THE CAUSE OF ART MORE... THAN MY DEAR FILTHY-RICH DADDY?
2

SO...
...AND, IF YOU PUT UP THE MONEY FOR HIS FRAMES HE'LL BE ABLE TO EXPRESS HIMSELF FREELY!
HE EXPRESSES HIMSELF AT THE MOUTH TOO MUCH AS IT IS!
ARTISTICALLY, DAD! ARTISTICALLY!
I WASN'T BORN YESTERDAY! FREEZING GARRETS AND EMPTY STOMACHS PRODUCE THE BEST ART! EVERYBODY KNOWS THAT!
HUNGER! THIRST! COLD! THAT'S WHAT YOU NEED!
WHAT I NEED IS FRAMES! NOT DISCOMFORT! JUST FRAMES!
OH, DADDY! WHY DID YOU DO THAT?
IF HE'S GOT ANY GUMPTION HE'LL FIND A WAY!
3


NEXT DAY---
POOR JUGGIE! I HAVEN'T SEEN HIM ALL DAY!
HE'S PROBABLY STILL BROODING OVER THE WAY DADDY TREATED HIM YESTERDAY!
NO! I HAVEN'T SEEN MY OL' BUDDY TODAY EITHER!
JUG? NO.. I HAVEN'T SEEN HIM! SAY!.. THIS IS A BETTER DAY THAN I THOUGHT IT WAS!
WELL! WE MIGHT AS WELL GO! IT'S TIME FOR THE JUDGING AT THE ART SHOW!
JUGGIE! YOU DID IT! THEY'RE BEAUTIFUL!
WHERE THERE'S A WILL...
4

AND, WHAT GORGEOUS FRAMES! WHER DID YOU GET THEM ?
SO! YOU FOUND A PATRON! OR IS THE WORD "PATSY"?
NO,SIR! I MADE THESE FRAMES MYSELF!
BY GOLLY! THAT IS COMMENDABLE, SON... YOU'VE GOT THE MAKINGS OF A REAL SUCCESS!
LATER...
JUGGIE! DADDY IS AWARDING YOU THE BLUE RIBBON FOR "BEST OF SHOW"!
WOW! HOW ABOUT THAT!
AND, IN MY HUMBLE OPINION "BEST OF SHOW" IN THIS CASE DESCRIBES THE ARTIST AS WELL AS HIS WORK! A HARD WORKER...ONE WHO LETS NOTHING STAND IN HIS WAY!
DADDY'S REALLY TAKEN WITH JUGGIE TODAY!
LODGE ENTERPRIS
5

WORDS FAIL ME, MR. LODGE! WHAT CAN I SAY BUT "THANKS"!
AND, I WANT TO DONATE ALL MY PAINTINGS TO YOU TO DECORATE YOUR NEW OFFICE!
WHY-, I'M OVER-WHELMED!
GOLLY, JUGGIE! DIDN'T YOU EVEN WANT TO KEEP YOUR PAINTINGS?
I COULDN'T! THE PICTURES AND THE FRAMES ARE PAINTED RIGHT ON THE BRICK WALL! I COULDN'T AFFORD REAL FRAMES!
IT'S GOING TO LEAVE A STAIN NO MATTER HOW WE TRY, MR. LODGE! I SUGGEST WE REBUILD THE WALL!
(GROAN) I SUGGEST WE REBUILD JUGHEAD!
GROWWOWWWW!
THE END

MOST POWERFUL AIRPLANE

The XB-70A Valkyrie is the most powerful airplane in the world. This delta (triangular) winged experimental bomber weighs 265 tons (530,000 pounds) and is 196 feet long. The distance from wing tip to wing tip (wing span) is 105 feet. It has flown at speeds of Mach 3.0 or 2,000 M.P.H., and as high as 70,000 feet. *The Valkyrie gets its power from six turbojet engines, which have a total thrust or driving force of over 180,000 pounds.*

GO-POWERFUL CHEERIOS KID

The Cheerios Kid gets go-power from Cheerios! Like you, he needs a fresh supply of energy every day. And, a breakfast with Cheerios and milk is packed with muscle-building protein and energy for go-power. Get yourself Go. Get Cheerios!

GENERAL MILLS

Archie Club News

ARCHIE CLUB MEMBERS, send in your news reports and win cash prizes in the Archie Series Magazines. Please address all letters or postcards to ARCHIE CLUB NEWS, 1116 First Avenue, New York, N.Y. 10021

JUGHEAD NO. 161 OCT. MEMBERSHIP — TWENTY CENTS

HEY GANG, HERE'S THE SWINGINGEST NEWS OF THE YEAR. IT'S SOMETHING ALL MY FUN-LOVING ARCHIE CLUB MEMBERS AND FANS HAVE BEEN WAITING FOR. STARTING SATURDAY, SEPTEMBER 14, I'LL BE HEADING UP AN EXCITING NEW TELEVISION SHOW ON *CBS* EVERY SATURDAY. THE BIG BASH IS ON FROM 10:00 TO 10:30 AM EVERY WEEK. CHECK YOUR LOCAL TV LISTINGS TO MAKE SURE OF THE TIME IN YOUR TOWN. ALL MY PALS WILL JOIN IN THE FUN FESTIVAL, INCLUDING JUGHEAD, REGGIE, BETTY AND VERONICA, AND LAST, BUT NOT LEAST, HOT DAWG, A NEW GROOVY MEMBER OF OUR GROUP. OH, YES, MISS GRUNDY AND MR. WEATHERBEE WILL BE AROUND, TOO, GIVING EVERYBODY THE USUAL HARD TIME.

AND HERE'S SOMETHING EXTRA SPECIAL. YOU'LL ALSO MEET A BRAND NEW HIP MUSICAL GROUP, *THE ARCHIES*. WE'LL INTRODUCE A NEW SONG EACH WEEK AND A CRAZY NEW DANCE THAT YOU'LL BE ABLE TO LEARN JUST WATCHING FROM HOME. *THE ARCHIES* IS SUCH A FANTASTIC NEW COMBO THAT THEY'LL EVEN HAVE THEIR OWN RECORD ALBUM. LOOK FOR IT IN YOUR RECORD STORES STARTING IN AUGUST.

WHEN THE FUN STARTS HAPPENING WE HOPE YOU'LL BE ON HAND FOR ALL THE LAUGHS. MORE BIG NEWS... I WANT ALL MY ARCHIE CLUB MEMBERS TO REPORT ABOUT WHAT YOU THINK OF THE IDEA OF OUR GREAT NEW TV SHOW. I'LL READ ALL OF YOUR LETTERS CAREFULLY, AND THE WILDEST LETTERS WILL BE CONTEST WINNERS AND RECEIVE CASH PRIZES. *SO SOCK THOSE LETTERS TO ME!*

Archie Andrews

FIRST PRIZE — $5.00

REPORTER
REISHA KING
2200 S.E. 4th Ave.
Mineral Wells, Texas

Dear Archie,

I would like to tell you of a very interesting attraction that will be coming to my state of Texas soon. It is called Hemisfair '68. It will be held in San Antonio from April 6 to October 3, the celebration is being held to celebrate San Antonio's 250th birthday.

To some people it's just a birthday celebration, but it's more. It's a major international exposition, a World's Fair. If you come you will see arts and products from the immediate future from faraway places, and from the past.

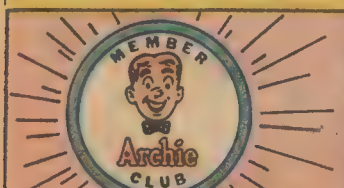
The main attraction will be the tower of the Americas, which is 650 feet tall. There is a dining room on the top. It slowly revolves around so that you can get a view of the large city of San Antonio. On a clear day one can see the Capitol dome in Austin. Everyone should come to San Antonio's 250th birthday celebration.

SECOND PRIZE — $3.00

REPORTER
EILEEN MARY MARCH
37 Ruskin Street
Springfield, Mass. 01108

Dear Archie,

I must title this "Happy Birthday". My dad's birthday is on March 11 and my four brothers and two sisters wanted to give my dad something different—well, we did! My sister, Peg, made a huge sign that said "Happy Birthday Dad" we hung it up across the living room, it was that big. Well, when my dad walked into the living room my brother, Peter turned out the lights. My dad didn't know what was going on. I took my flashlight and shone the light across the sign and just at that moment the sign fell! I thought I would die, but my dad said that's OK! Well, this birthday must have been hosted by a spook because the birthday cake came out lop-sided. We are having another birthday on the 24th of March so please wish us LUCK. I think we're going to need it.



EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON

Archie Club
THIS IS TO CERTIFY THAT
SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRESS

Be An Archie Club MEMBER

eligible to win cash prizes and a big byline in an Archie Series Comic! By joining the ARCHIE CLUB as an official reporter . . . you get a dressy, colorful Official ARCHIE CLUB BUTTON, and a handsome, authentic ARCHIE REPORTER PRESS CARD!

Fill out this coupon now and mail it with 20¢ in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

ARCHIE CLUB
1116 First Avenue, New York, N.Y. 10021

Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 20c in coin to cover the cost of mailing and handling. Send to:

NAME..... AGE..
(PLEASE PRINT PLAINLY)

ADDRESS.....

CITY..... STATE..... ZIP CODE.

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for only $1

Go Go tail

INSTANT GLAMOUR
The "IN" Hairpiece for endless styles
A full 18 inches long.
100% beautiful Dynel.
Can be washed, set or styled any way you like.
Looks real and natural like your own hair.

6 GO GO Styles
Can be worn as a:
PONYTAIL • BUN
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ETC

CUSTOM COLOR MATCHED
Blended in our salon to match your hair color. Send us a sample of your hair — we do the rest. Introductory offer for a limited time only.

USE THIS HANDY ORDER FORM NOW

FREE ... WITH TINTED HAIR SWATCH GUIDE TELL WITH EACH ORDER

"MONEY BACK" GUARANTEE!

Enclose $1.00 (plus 25¢ handling) and Send hair sample to **GO GO TAIL,** Dept AC-88
Box 484, East Orange, N. J. 07017

NAME .....
STREET .....
CITY ..... STATE ..... ZIP .....

Send hair sample and $1.00 (plus 25¢ handling) to:
GO GO TAIL, Dept. AC-88
Box 484, East Orange, N. J. 07017

MISSILE FIRING TANK

ONLY $6.98

OVER 6 FEET LONG

LARGE ENOUGH FOR TWO KIDS INSIDE

FEATURES
- ★ Elevating 90mm Cannon
- ★ Rocket Launchers
- ★ Intercom System
- ★ Real Periscope
- ★ Revolving Turret
- ★ Rockets That Fire
- ★ Range Finder Sights
- ★ 2 Way Radio Control
- ★ Whip Antenna and Flag

It's Mobile—Pilot Gunner gets INSIDE—Guns Swivel—Turret Turns.

Imagine your thrill when you get inside this realistic action version of the mighty "General Sherman" Tank and charge forward to adventure. This six foot hunk of equipment is so realistic with its mighty cannon and rocket launchers, swiveling machine gun, simulated treads, and other authentic tank features that it's bound to bring shouts of delight from any young warrior. And when you and a pal get right down into the fully equipped control room and close the cockpit cover—you can bet you are using your tremendous fire power to devastate every imaginary enemy in your path. Sturdily constructed of 200-lb. test fibreboard for long periods of fun, it's bound to bring more thrills and adventure than you have ever known from a toy. So don't delay! Act now. Only $6.98. Because of its gigantic size we are forced to ask for an additional 75¢ shipping charges.

10 DAY FREE TRIAL: Order this sensational "General Sherman" Tank on 10 day free trial. If you are not 100% delighted, then your purchase price will be refunded.

MONEY BACK GUARANTEE

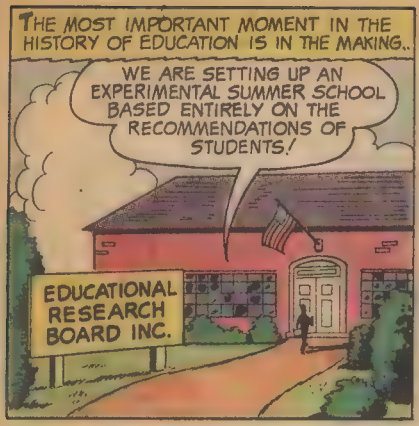
HONOR HOUSE PRODUCTS CORP. DEPT. 71A46
LYNBROOK, NEW YORK 11563

Rush me my "General Sherman" Tank. I can use it for 10 days and if I am not delighted return it for full purchase price refund.

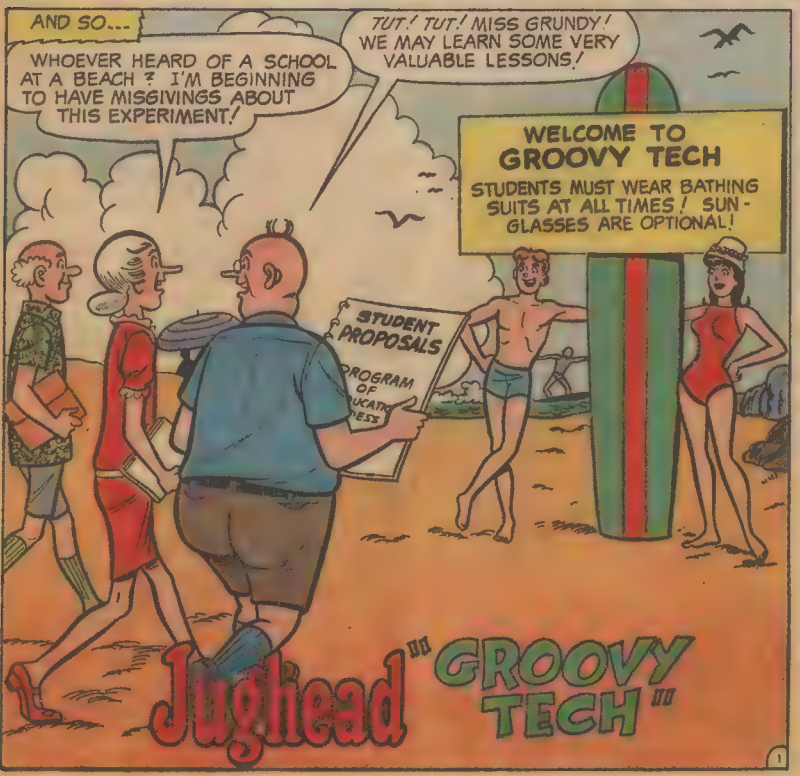
☐ Send it Prepaid. I enclose $6.98 plus 75¢ to help cover shipping charges.

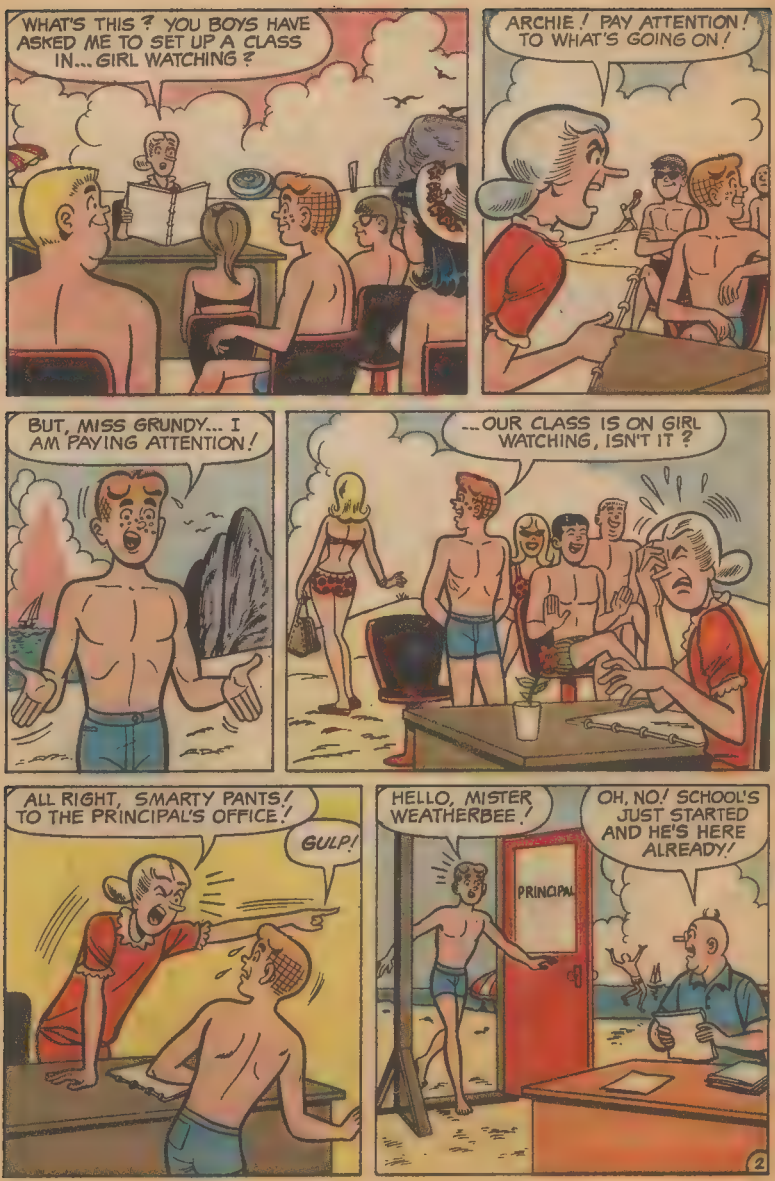
☐ Send it C.O.D. I Enclose $1 good-will deposit and I will pay postman $5.98 on delivery plus C.O.D. postage.

NAME .....
ADDRESS .....
CITY ..... STATE ..... ZIP .....


THE MOST IMPORTANT MOMENT IN THE HISTORY OF EDUCATION IS IN THE MAKING..
WE ARE SETTING UP AN EXPERIMENTAL SUMMER SCHOOL BASED ENTIRELY ON THE RECOMMENDATIONS OF STUDENTS!
EDUCATIONAL RESEARCH BOARD INC.

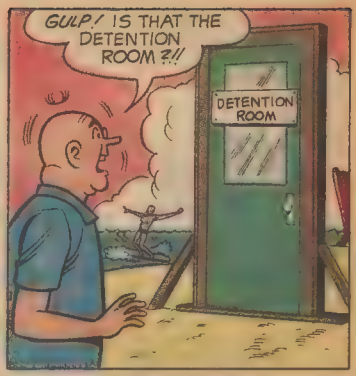
THE BOARD WOULD LIKE YOU TWO TO BE IN CHARGE!
THANK YOU!
IT'S AN HONOR!

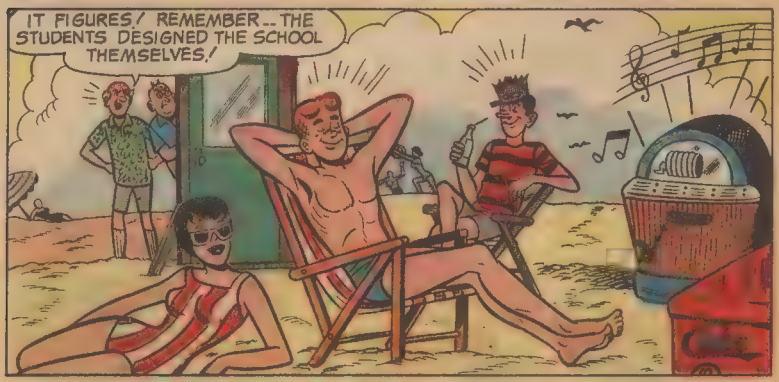

AND SO...
WHOEVER HEARD OF A SCHOOL AT A BEACH ? I'M BEGINNING TO HAVE MISGIVINGS ABOUT THIS EXPERIMENT!
TUT! TUT! MISS GRUNDY! WE MAY LEARN SOME VERY VALUABLE LESSONS!
WELCOME TO GROOVY TECH
STUDENTS MUST WEAR BATHING SUITS AT ALL TIMES! SUN-GLASSES ARE OPTIONAL!
STUDENT PROPOSALS
Jughead "GROOVY TECH"
1

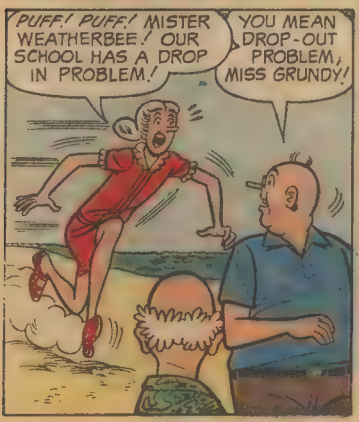

WHAT'S THIS ? YOU BOYS HAVE ASKED ME TO SET UP A CLASS IN... GIRL WATCHING ?
ARCHIE ! PAY ATTENTION ! TO WHAT'S GOING ON !
BUT, MISS GRUNDY... I AM PAYING ATTENTION !
...OUR CLASS IS ON GIRL WATCHING, ISN'T IT ?
ALL RIGHT, SMARTY PANTS ! TO THE PRINCIPAL'S OFFICE !
GULP !
HELLO, MISTER WEATHERBEE !
PRINCIPAL
OH, NO ! SCHOOL'S JUST STARTED AND HE'S HERE ALREADY !
2

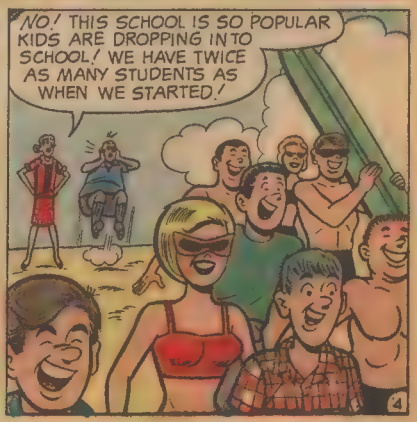
YOU CAN'T EVEN BEHAVE IN A SCHOOL THAT YOU STUDENTS HAVE SET UP!
OUCH!
ANOTHER DISCIPLINARY PROBLEM!
HE WAS EATING POTATO CHIPS IN MY CLASS!
BUT, THE CLASS IS ON THE ART OF EATING SNACKS!
AND, I WAS JUST CRAMMING FOR THE COURSE!
CHOMP!
CHOMP!
CHOMP!
HIP CHIPS
THAT'S TOO MUCH! THE BOTH OF YOU... TO THE DETENTION ROOM!
YES, MISTER WEATHERBEE!
THANK YOU, MISTER WEATHERBEE!
HIP CHIPS

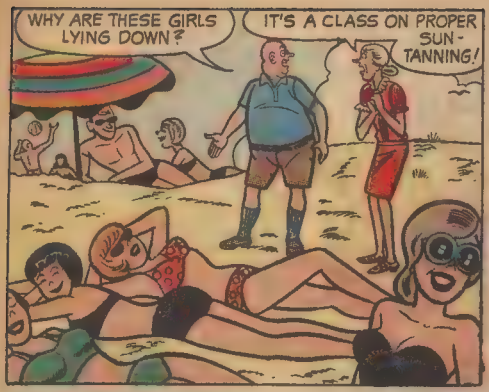
THEY SEEMED A LITTLE TOO PLEASED TO GO!
LET'S INVESTIGATE!


GULP! IS THAT THE DETENTION ROOM?!!
DETENTION ROOM

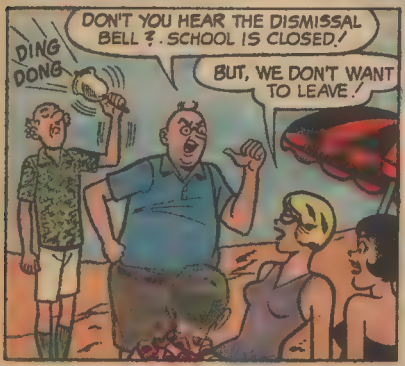

IT FIGURES! REMEMBER... THE STUDENTS DESIGNED THE SCHOOL THEMSELVES!


PUFF! PUFF! MISTER WEATHERBEE! OUR SCHOOL HAS A DROP IN PROBLEM!
YOU MEAN DROP-OUT PROBLEM, MISS GRUNDY!


NO! THIS SCHOOL IS SO POPULAR KIDS ARE DROPPING INTO SCHOOL! WE HAVE TWICE AS MANY STUDENTS AS WHEN WE STARTED!

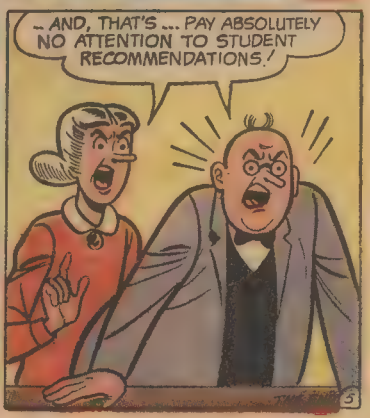

WHY ARE THESE GIRLS LYING DOWN?
IT'S A CLASS ON PROPER SUN-TANNING!

THIS IS TOO MUCH!
DING DONG


DING DONG
DON'T YOU HEAR THE DISMISSAL BELL?. SCHOOL IS CLOSED!
BUT, WE DON'T WANT TO LEAVE!

BUT, WE WANT TO LEAVE!

THAT WEEK--
WE ARE HERE TO MAKE OUR REPORT ON THE STUDENT EXPERIMENTAL SCHOOL!
WE HAVE INDEED LEARNED A MOST VALUABLE LESSON--


--AND, THAT'S ... PAY ABSOLUTELY NO ATTENTION TO STUDENT RECOMMENDATIONS!

FUN'S -A- POPPIN' SATURDAYS ON CBS

HEY GANG, THE FUN STARTS HERE. WE'RE THE "GO-GO GOPHERS." WE LIVE IN GOPHER GULCH, THE SILLIEST CITY IN THE WILD WEST, AND WE'RE HERE TO MAKE YOU LAUGH YOUR HEADS OFF EVERY SATURDAY 8:00-8:30AM.

BOYS AND GIRLS, LET ME TELL YOU WHAT'S UP. THAT CRAZY COYOTE AND THAT KOOKY BIRD "ROAD RUNNER," AND MANY OTHER FUN FAVORITES LIKE SYLVESTER AND TWEETY, ELMER FUDD, DAFFY DUCK AND ME, "BUGS BUNNY," WILL KEEP YOU LAUGHING FOR A FULL HOUR 8:30-9:30AM.

SIX HOURS OF HAPPY SURPRISES ON THE CBS SATURDAY MORNING SCHEDULE!

8:00AM
THE GO-GO GOPHERS

8:30AM
THE BUGS BUNNY-ROAD RUNNER HOUR

9:30AM
WACKY RACES

10:00AM
THE ARCHIE SHOW

10:30AM
THE BATMAN-SUPERMAN HOUR

11:00AM
THE SUPERCATS

12NOON
SHAZZAN!

1:00PM
JONNY QUEST

1:30PM
MUTT BECK AND THE MUTTS SQUIRTS

2:00PM
THE LONE RANGER

TEAR THIS OUT AND CARRY IT WITH YOU EVERYWHERE. ALL TIMES SHOWN ARE FOR EASTERN AND PACIFIC ZONES. CHECK YOUR LOCAL LISTINGS FOR TIME AND CHANNEL.

ZOOM, ZOOM, ZOOM RIGHT INTO THE NEWEST, ZINGIEST COMEDY IN TOWN, THE "WACKY RACES." SEE THE DAZZLING CROSS-COUNTRY CAPERS OF THE WACKY RACERS WITH THE VILLAINOUS DICK DASTARDLY IN CAR #00. HE'S OUT TO BEAT ALL THE OTHER RACERS AND CAPTURE THE BIG PRIZE. THE RACE'S RUN FROM 9:30-10:00AM

HI SWINGERS! CATCH THIS "ARCHIE" SCENE: THERE ARE YOUR OLD PALS JUGHEAD, REGGIE, BETTY AND VERONICA, I'LL BE THERE TOO—YOUR NEW PAL HOT DOG. THE PLACE IS JUMPING AND IT WON'T BE COMPLETE UNLESS YOU JOIN US FOR THE BIG BASH

THE Archie SHOW

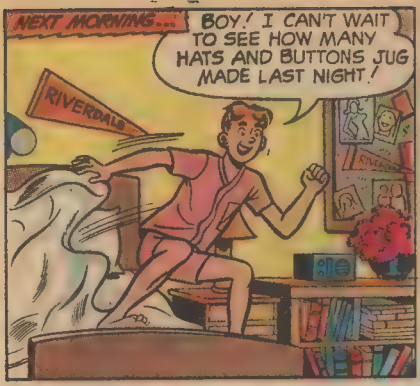
IN THE NEVER-ENDING BATTLE AGAINST THE MOST FEARSOME VILLAINS, YOU CAN ALWAYS COUNT ON US TO COUNT OUT CRIME AND SEE THAT JUSTICE TRIUMPHS. WE'RE AT OUR FIGHTING BEST FROM

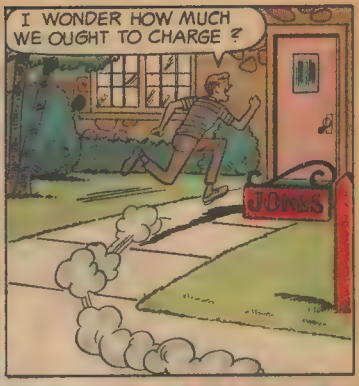
Jughead IN "Button Business"
STAND BACK, ARCH! YOU'RE CROWDING ME! WHAT ARE YOU TRYING TO DO, ANYWAY?
I'M TRYING TO READ YOUR HAT! WHERE DID YOU GET ALL THOSE CRAZY BUTTONS?
BANK
US MAIL
I MAKE MOST OF THEM MYSELF!
YOU DO?
JUG! WHAT DO YOU THINK OF GOING INTO THE BUTTON BUSINESS WITH ME?

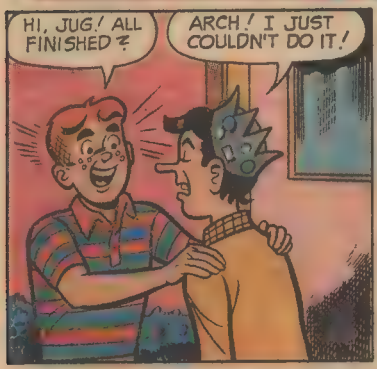
I LIKE THE ONE THAT SAYS "HOT DOGS ARE A MAN'S BEST FRIEND!"
MY FAVORITE IS "MAKE HAMBURGERS - NOT LOVE!"
DID YOU HAVE TO MENTION FOOD? I'M STARVED! I'LL SEE YOU LATER!
YOU CAN'T LEAVE NOW, JUG! WE'VE GOT WORK TO DO!
WHAT WORK?
JUG AND I ARE GOING INTO THE BUTTON BUSINESS!
HAVEN'T YOU EVER READ JUGHEAD'S HAT, BETTY?
NO! MY READING HAS FALLEN OFF LATELY!
BUT, I WILL NOW!
YIPE! HALP!
2

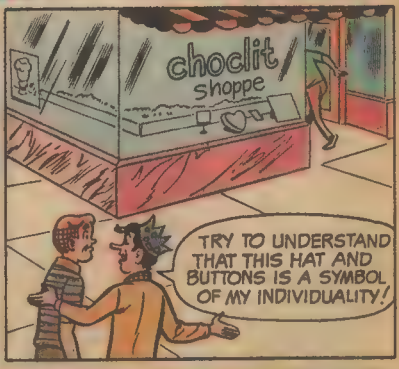
YOU'RE RIGHT, ARCHIE! THERE'S SOME GOOD BUTTONS HERE!
HEY, GANG! COME HERE! HAVE YOU READ JUGGIE'S HAT?
NO! NO!
HOLD ON, JUG! WE NEED THIS KIND OF PUBLICITY IF WE'RE GOING TO GO INTO BUSINESS!
YOU'RE GOING TO HAVE TO FIND ANOTHER WAY, ARCH!
LET ME READ YOUR HAT, JUG!
ME TOO!
D-UH! READ IT TO ME, RONNIE! I DON'T READ SO GOOD!
JUG! YOUR PUBLIC IS CALLING!
THEY BETTER CALL GOOD AND LOUD IF THEY EXPECT ME TO HEAR THEM!

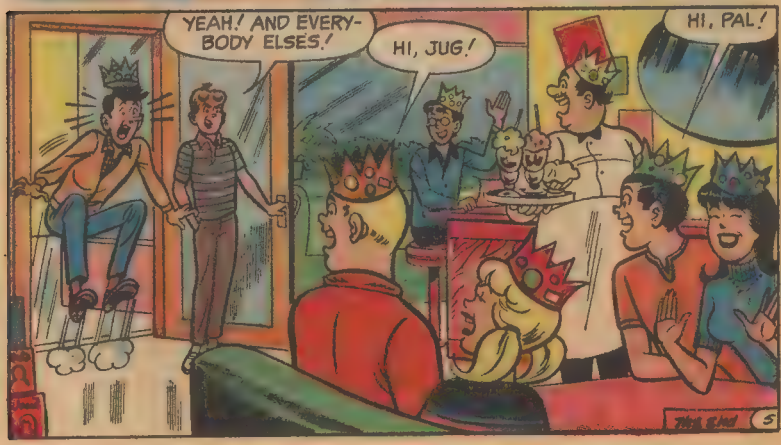
JUG! YOU MADE A MISTAKE RUNNING OUT LIKE THAT!
I DON'T THINK SO!
DO YOU REALIZE THAT IF YOU PLAY ALONG WITH ME YOU COULD MAKE THOUSANDS, MAYBE MILLIONS?!
THAT IS..ER..FOUR OR FIVE DOLLARS ANYWAY!
NOW YOU'RE TALKING!
I JUST GOT THE WORD FOLKS! JUGHEAD HATS AND BUTTONS WILL BE AVAILABLE SOON!
PERSONALLY I CAN'T WAIT! I THINK I'LL MAKE MY OWN!
ME TOO!
GREAT IDEA!
I CAN SEE IT NOW- "ARCHIE AND JUGHEAD ENTERPRISES!"
R.P.D.
4

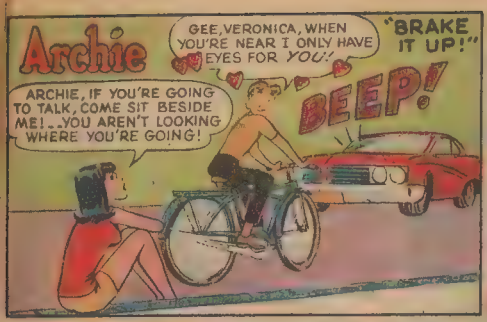

NEXT MORNING...
BOY! I CAN'T WAIT TO SEE HOW MANY HATS AND BUTTONS JUG MADE LAST NIGHT!
RIVERDALE

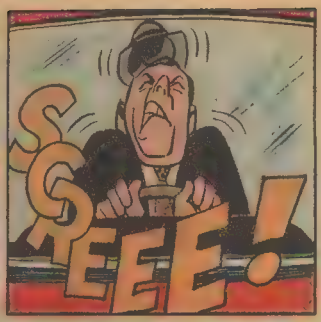

I WONDER HOW MUCH WE OUGHT TO CHARGE ?
JONES

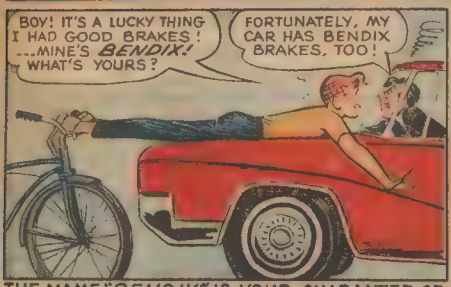

HI, JUG! ALL FINISHED ?
ARCH! I JUST COULDN'T DO IT!

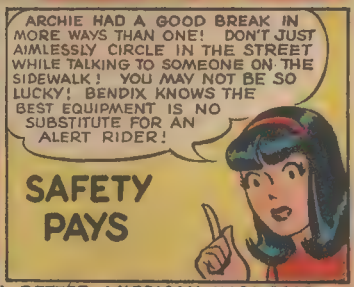

choclit shoppe
TRY TO UNDERSTAND THAT THIS HAT AND BUTTONS IS A SYMBOL OF MY INDIVIDUALITY!


YEAH! AND EVERY-BODY ELSES!
HI, JUG!
HI, PAL!
5


Archie
GEE, VERONICA, WHEN YOU'RE NEAR I ONLY HAVE EYES FOR YOU!
"BRAKE IT UP!"
ARCHIE, IF YOU'RE GOING TO TALK, COME SIT BESIDE ME! ..YOU AREN'T LOOKING WHERE YOU'RE GOING!
BEEP!






ARCHIE HAD A GOOD BREAK IN MORE WAYS THAN ONE! DON'T JUST AIMLESSLY CIRCLE IN THE STREET WHILE TALKING TO SOMEONE ON THE SIDEWALK! YOU MAY NOT BE SO LUCKY! BENDIX KNOWS THE BEST EQUIPMENT IS NO SUBSTITUTE FOR AN ALERT RIDER!
SAFETY PAYS

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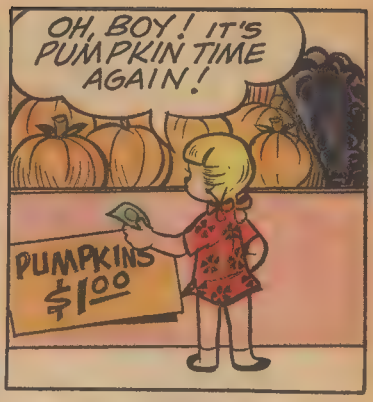
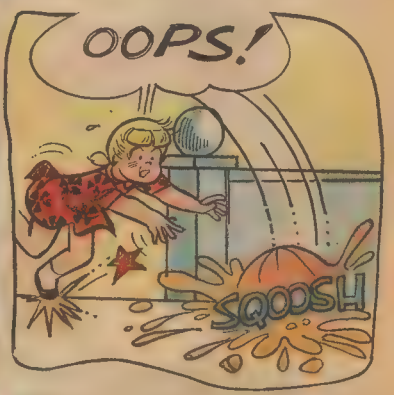
JINX
LET'S FACE IT!

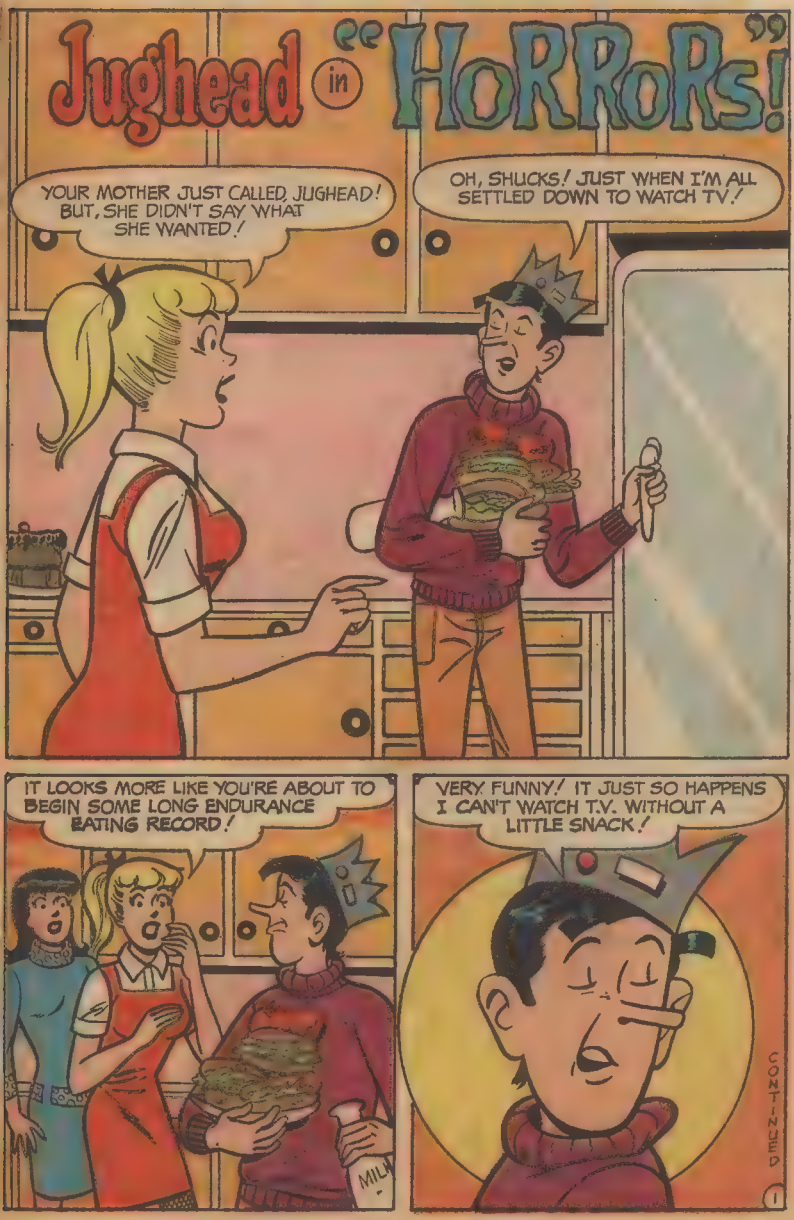

OH, BOY! IT'S PUMPKIN TIME AGAIN!
PUMPKINS $1.00

IT'S FUN TO MAKE A FACE!


OOPS!
SQOOSH

GULP!
?

MOMMY CAN YOU MAKE PUMPKIN PIE?
END


Jughead in "HORRORS!"
YOUR MOTHER JUST CALLED, JUGHEAD! BUT, SHE DIDN'T SAY WHAT SHE WANTED!
OH, SHUCKS! JUST WHEN I'M ALL SETTLED DOWN TO WATCH TV!
IT LOOKS MORE LIKE YOU'RE ABOUT TO BEGIN SOME LONG ENDURANCE EATING RECORD!
MILK
VERY FUNNY! IT JUST SO HAPPENS I CAN'T WATCH T.V. WITHOUT A LITTLE SNACK!
CONTINUED
1

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Dressed doll set consisting of Mama, Papa, Brother, Sister and Baby	$ .79
Complete 29 piece furniture and appliance set	$1.00
(Batteries not included) Total	$3.77

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LYNBROOK, N Y

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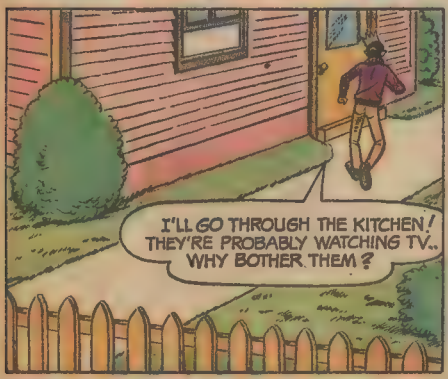
"LITTLE SNACK"? YOU CLEANED THE REFRIGERATOR OUT! YOU'RE LUCKY BETTY'S PARENTS AREN'T HOME!
IF YOU GIRLS FEEL THIS WAY.. I'LL FINISH MY FOOD AND GO SEE WHAT MY MOTHER WANTS!
AND MAKE IT SNAPPY!
MILK
COME ON GIRLS! THE MOVIE IS STARTING!
BURP!
IT'S SCIENCE FICTION! IT'S CALLED "THE PLOT OF THE FROG PEOPLE FROM PLANET PLUTO"!
ONE DARK RAINY EVENING THERE APPEARED IN THE SKY WHAT APPEARED TO BE A FALLING STAR!
BUT, IN REALITY IT WAS A SMALL SPACESHIP FROM THE PLANET PLUTO FILLED WITH FRIGHTNING FROGS!
2

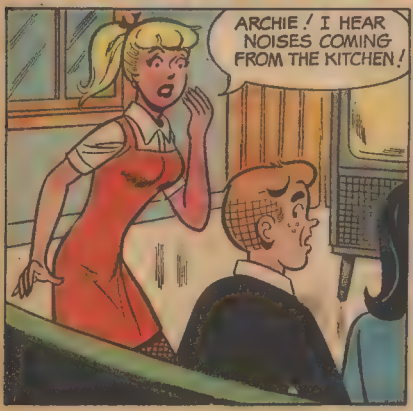
NO ONE SUSPECTED AS THE FROGS JUMPED FROM HOUSE TO HOUSE!
GOLLY!
ONCE THEY GAINED ENTRY INTO YOUR HOME THEY WOULD SLOWLY OVERPOWER YOUR MIND!
URP! URP!
AND SOON THE FROGS WOULD RULE THE PLANET EARTH!
GOSH!
IT'S JUST TOO FRIGHTNING TO THINK OF!
CAN YOU IMAGINE HAVING THE BRAIN OF A FROG?
IF I WERE YOU, BETTY, I WOULDN'T WORRY TOO MUCH!
I DIDN'T WANT YOU, SON! I JUST WANTED TO KNOW WHERE YOU WERE!
MEANWHILE
3

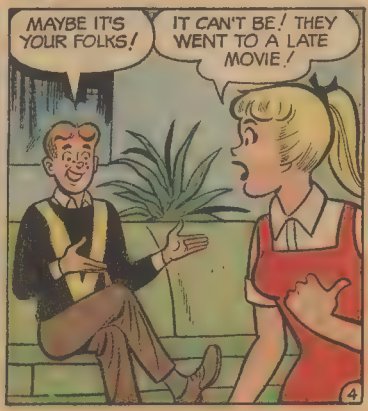
WELL, IN THAT CASE I MIGHT AS WELL GO BACK TO BETTY'S HOUSE!
YES, SON!

SHE BAKED A CHOCOLATE CAKE I DIDN'T EVEN TRY!
TEE HEE! THAT BOY!


I'LL GO THROUGH THE KITCHEN! THEY'RE PROBABLY WATCHING TV.. WHY BOTHER THEM?

YUM! THAT LOOKS DELICIOUS! I'LL TRY A PIECE TO SEE IF I LIKE IT!

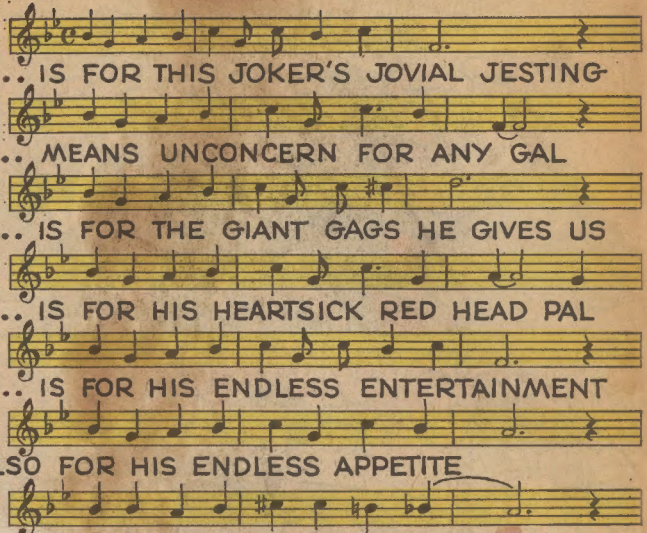

ARCHIE! I HEAR NOISES COMING FROM THE KITCHEN!


MAYBE IT'S YOUR FOLKS!
IT CAN'T BE! THEY WENT TO A LATE MOVIE!
4

THEN WHO COULD BE IN THERE?
YOU DON'T THINK IT COULD BE A FROG, DO YOU?
HA HA! DON'T BE SILLY! THAT WAS ONLY A MOVIE! WE'LL GO IN AND INVESTIGATE!
Y-YOU FIRST!
W-WE'RE RIGHT BEHIND YOU, ARCH!
YUK YUK! A FROG! ISN'T THAT SILLY!
URP!
SEE! I WAS RIGHT! IT IS ONE OF THEM!
!
URP!
WELL! JUST TO BE ON THE SAFE SIDE - WE'LL DO WHAT THEY DID IN THE MOVIE!
WHAT'S THAT?
5

DO YOU REMEMBER THE FROGS COULDN'T STAND HIGH PITCHED SOUNDS?
WHEN I COUNT THREE, YOU GIRLS SCREAM! AS LOUD AS YOU CAN!
ONE-TWO-THREE!
YEEOOWWW
WH??!!
IT'S JUGHEAD!
WE THOUGHT YOU WERE A FROG!
WOMEN, BAH! I CAN TAKE A HINT! THEY JUST DON'T WANT ME TO EAT!
THE END
6

JUGHEAD


...IS FOR THIS JOKER'S JOVIAL JESTING
...MEANS UNCONCERN FOR ANY GAL
...IS FOR THE GIANT GAGS HE GIVES US
...IS FOR HIS HEARTSICK RED HEAD PAL
...IS FOR HIS ENDLESS ENTERTAINMENT
ALSO FOR HIS ENDLESS APPETITE

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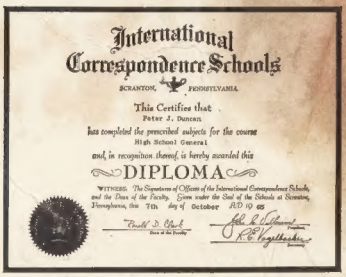

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Do you know 10 people? Of course you do! Add up a half-dozen relatives, perhaps 5 neighbors, the butcher, the baker, the milkman, the grocer, your dentist, several friends and other tradespeople—and you've probably got even more than 20. So what are you waiting for? These folks alone can bring you in at least $50.00, probably $100.00 to $200.00 extra money in just a few hours spare time. And this is just a start! Almost everyone you know needs Christmas Cards, and when you show them the spectacular nationally famous 1968 Wallace Brown Line of Cards and Gift Items—it's love at first sight. They'll snap up 2, 3, 6 or more Christmas Card Boxes right on the spot. Keep up to 50¢ of every dollar you take in! This is the fun way of making money because it's so easy. You don't have to be a salesman because we send you samples that do the selling for you. And besides making money you'll save money on your own Christmas Cards, Gifts, etc. at wholesale prices. See for yourself without risking a penny. Mail the coupon today! You'll be glad you did!

IT COSTS NOTHING TO TRY— FREE CATALOG, TOO

Be first in your neighborhood to cash in on this easy way to extra money with the 1968 Wallace Brown Line of Christmas Cards and Gift Items. Mail coupon this minute! You'll get 2 Greeting Card Assortments on approval. And *Free* Album of Name-Imprinted Personal Christmas Samples. Plus *Free* full-color catalog showing lots more money-makers, including many Christmas Assortments, Everyday Greeting Card Assortments, Decorated Stationery, Gift Wrappings, Household Items, etc. Everything you need to start making money at once—and we show you how.

FREE Album of Popular-Priced, Name-Imprinted PERSONAL CHRISTMAS CARDS

Thrill your friends and neighbors and make even MORE MONEY for yourself with custom-designed Special Value *PERSONAL* Christmas Cards at amazingly low prices . . . from only $1.95 to $3.95 for 25 cards with name imprinted! A large variety of exclusive, original designs for folks who want the finest quality in Personalized Christmas Cards at prices *everybody* can afford. It's so easy, too . . . they sell just by being shown! Just send the coupon for your FREE big, beautiful Album of actual samples of these fast-selling Special Value Personal Christmas Cards! Mail coupon TODAY for this exciting new Album!

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Churches, clubs, veterans' auxiliaries, etc. can now add hundreds of dollars to their treasuries with these fast sellers. Give organization name on coupon for Fund-Raising Plan. Mail coupon NOW!

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SEND NO MONEY Please Coupon on postcard or mail in envelope

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Send 2 Greeting Card Assortments on approval, plus FREE Album of Name-Imprinted Personal Christmas Cards, FREE full-color Catalog, and details of simple money-making plan.

Name_____ (print clearly)

Address_____

City_____

State_____ Zip Code_____

If writing for an organization, give its name_____